

THE OFFICIAL MAGAZINE OF THE U.S. AIR FORCE RECRUITING SERVICE

**NOVEMBER 2021** 

The making of "Basic"

a Docuseries

What's Cooking in Marketing?

New and Into The Future: Goodfellow graduates first ever enlisted intel Guardians



#### **BEHIND**BADGE

#### **ABOUT US:**

Behind the Badge is a digitally published, monthly magazine catering to the recruiting community. It is an official publication of the Air Force Recruiting Service Public Affairs Office.

#### SUBMIT:

Behind the Badge welcomes submissions from all recruiters and those working in the field. photos, videos, story ideas, commentaries, suggestions and criticisms are all welcome, although publication is not guaranteed.

#### TO SUBMIT:

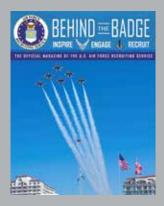
email: afrshqpa@us.af.mil

#### **DEADLINE:**

Submission: 15 November

Publication: 1 December

#### ON THE COVER:



A formation of seven F-16 Fighting Falcons fly over Huntington Beach, California during the Pacific Airshow Oct. 2, 2021.



When the National Oceanic and Atmospheric Administration released its winter outlook on Oct. 21, 2021, your public affairs team in AFRS headquarters at Joint Base San Antonio-Randolph studied NOAA's map of the 50 states and beyond.

We imagined Air Force and Space Force recruiters in urban areas of the southeast, in remote and windswept regions somewhere in the Midwest, and frigid corners of the world where few people dare to go.

In our mind's eye we saw officers and NCOs as well as Airmen and Guardians meeting applicants and influencers in homes, offices and public venues. We imagined good days and tougher days. We also considered your loved ones who serve as well. Then we asked ourselves "How can we help?"

That's part of our job. So if you are assigned to AFRS or you're somehow affiliated with recruiting Airmen and Guardians, the BTB is here for you. That's our aim with each issue and November's edition is no different.

In the next few pages you'll learn a little bit of AFRS's history. You'll see that history sometimes repeats itself. We've included some information about tools and resources that have been updated and are better than they were. Fittingly, we honor individuals and categories of people. Of course we are also including pictures from the force so that you can see your colleagues engaged in the honorable work we do here in AFRS.

#### Happy Thanksgiving from all of us here!

We hope you enjoy the BTB and please feel free to contact us at AFRSHQPA@us.af.mil with your suggestions and opinions. AIM HIGH and SEMPER SUPRA!

#### The making of a docuseries

## **Basic Military Training**



nyone wondering what the process of joining the Air Force is like, leading up to and through the completion of Basic Military Training, should check out a new docuseries that follows five individuals as they transition from civilian to Airman.

Titled "Basic," the docuseries was released on the Air Force Recruiting official YouTube Channel week to week, with initial release October 28.

For Air Force leaders, this is a unique opportunity to show recruits an in-depth look into their upcoming experience.

"From a recruiter's first meeting with a future Airman or Guardian, their first questions always seem to be about what they can expect at Basic Military Training," said Maj. Gen. Ed Thomas, AFRS commander. "Today's BMT isn't what mom or dad went through decades ago, and it's not necessarily what Hollywood portrays. The Air Force is granting access to BMT as it happened for brand-new Airmen. This series aims to shine a light on the reality and professionalism of basic training. We want future Airmen and future Guardians to know what to expect when they make decisions and prepare for this uncommon life."

"I'm excited to provide this unique look into the journey America's sons and daughters take as they become Airmen in the world's greatest Air Force," said Chief Master Sgt. of the Air Force JoAnne S. Bass. "Their service to our Air Force and Nation has never been more important, and seeing our Military Training Instructors in action as they develop these Airmen to fulfill those roles is motivating to say the least."

Basic was produced and directed by Ken Raimondi, a former Air Force recruiter and current civil service producer/director with the 3rd Audio Visual Squadron. He led a team that grew from four to 17 people to complete the project. Raimondi said he has always wanted to do an indepth documentary on BMT since he was on active duty.

"I was a recruiter from 2003-2006 and I wished there was something like this then that showed Basic Military Training in great detail from the perspective of the service member," he said. "It just hasn't existed up until the release of this project, in this amount of depth."

Raimondi said the series shows all the emotions recruits go through during the process and gives viewers an inside look at BMT.

"It shows their nervous thoughts at home before they leave, the shock of the first weeks, the highs and lows, successes and failures, and everything in-between," Raimondi said. "The eight-part series opens the doors to BMT in a way you've never experienced. Imagine being a fly on the wall throughout BMT and once a week, getting the chance to hear directly from the subjects, away from anyone else, including their Military Training Instructors, to hear exactly what they think and feel."

The project was initially brought to Raimondi in 2019 by the superintendent of BMT at the time, Chief Master Sgt. Lee Hoover.

"They wanted an in-depth look at the BMT experience," Raimondi recalls. "After an initial discussion, we agreed to bring Air Force Recruiting Service on board as they have the highest traffic for the target audience we knew we wanted to go for."

Rather than just tell the story of BMT and some of the changes in recent years, Raimondi had other ideas on how to tell this story.

"I pitched the idea to not just tell the world how BMT has changed, but let's show it through the lives of five civilians as they make that transition to Airman," he said. "The great thing about BMT is that the drama is built in from the start. It's a captivating story that thousands of people experience every week here and taking just five of those stories and letting them tell it as they experience it accomplished multiple goals. It's entertaining to watch, authentic, and informs our audience organically of what modern-day BMT is like."

When BMT agreed to take the approach Raimondi pitched, they knew it couldn't happen without the support of AFRS.

"First of all, recruiters are the face of the Air Force to many of our communities. If recruiters were not involved in this, we would be missing a huge chance to reach our target audience at the very place where they would be asking the questions this series could answer," Raimondi said. "Beyond that, we also knew it would cost money to send our team of four on the road for five weeks from one hometown to another to cover the pre-Air Force life of our subjects."

AFRS agreed to help fund the project. Now Raimondi had all the major stakeholders behind his idea and was free to see his vision through to the end. For AFRS, supporting this project was a no-brainer.

"This was an excellent opportunity for Air Force recruiting to provide potential recruits some insight into what that life changing moment of Basic Military Training is like," said Wes Fleming, Chief of Plans and Programs for AFRS Publice Affairs. "We felt like this story hasn't been told before, showing the life changing experience of becoming an Airman."

AFRS did help fund this project, but also played a critical role throughout the making of this docuseries.

"AFRS was involved since preproduction. They helped me narrow down
our cast and paid for our travel from
place-to-place before we began filming at
BMT," Raimondi said. "Their participation
from the start was critical to the success
of this. They also helped me coordinate
with the recruiters of each person so we
can see some of that interaction. In fact,
we get to cover a prospective battlefield
Airman as he goes through training for
the (Physical Ability Stamina Test) used
in Special Warfare career fields before he
ever leaves for BMT due to AFRS."

Raimondi realizes this is not the kind of product normally produced for AFRS.



As the editor, it wasn't the easiest thing to cut as people didn't just give simple sound bites, but to me that's where the authenticity lives. It's messy, real, raw ... it's life.

"You may expect something shorter, punchier or slicker, and that would be fair. They are vying for the attention of a target audience that has plenty of other things to do and see outside of what the Air Force offers," Raimondi said. "Speaking as a former recruiter, I know how hard that is. Now this series may not bring more people to the recruiting doors; I don't know for sure. What I do know is that AFRS wants to make sure that the folks they do send to BMT are well informed and ready to succeed in the Air Force. I am 100% confident this series will do that."

Raimondi optimistically thinks this series will motivate people to want to join, but at a minimum, it gives recruits some understanding of what to expect at BMT.

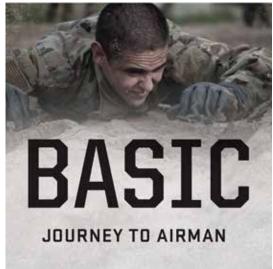
"The important thing is that now the world has insight into how the Air Force trains civilians to become Airmen," he said. "With that knowledge out there, prospective recruits and potential Airmen can make an informed decision and be ready to tackle the challenge of their lives."

Tackling a project of this scope is no easy task for Raimondi and his team.

"I was lucky in the fact that the Navy produced a short format docuseries called 'Boot Camp: Making a Sailor,'" he said. "I reached out to the producer, Austin Rooney, to hear some things that worked and some things that were challenging ahead of us moving forward. His insight definitely helped me think through some things and he helped me avoid some challenges that they faced in producing theirs. It's a great series and I'm thankful Austin took the time to share the background with me."

The one thing he knew he wanted to do differently was to be there every step of the way. From their hometowns to graduation, his small team of four spent seven days a week and upwards of 18 hours a day with them.

"The philosophy being that if we aren't there to capture what happens, we can't tell the entire story to the audience," Raimondi said. "Documentary is all about being there when it happens and we made the sacrifice to do that, including holidays, weekends, evenings, mornings, whatever it took. It was an exhausting endeavor that allowed us to take home more than 20 terabytes of footage. Hundreds of



hours of footage cut down to about five hours making up this eight-part series."

The other thing that was really important to Raimondi was absolute authenticity. He said this isn't the Air Force's story or BMT's story, it's the story of the five.

"We didn't conduct traditional interviews outside of the hometown visits. The trainee sat in front of what we called a confessional camera, and was allowed to speak freely whatever they thought and felt from the week they experienced," he said. "As the editor, it wasn't the easiest thing to cut as people didn't just give simple sound bites, but to me that's where

the authenticity lives. It's messy, real, raw...it's life. I think modern audiences appreciate projects that have the shine off and show you how it really is. My goal is that the audience wouldn't feel the hands of the director or editor, but instead be immersed into the story as it unfolds."

Raimondi and his team was fortunate to have wrapped up their production on this project January 6, 2020.

"Had COVID hit us while we were in

production we would have had to stop filming and would have lost the whole project. Training and safety come first and if the presence of our crew ever got in the way of either, we would have had to stop filming," he said. "As I was editing it, isolated in the edit bay during the social distancing measures, it was weird watching all of these unmasked trainees working in close proximity. At the time it felt like another world. Thankfully, with vaccines picking up steam, I think a return to normal is around the horizon. I know I'm thankful for that."

Basic was released on the AFRS's official YouTube and a new episode airs at 8 p.m. EST, each Thursday, with the exception of Thanksgiving night. Viewers can access it at <a href="https://www.youtube.com/c/USAirForceRecruiting/videos">https://www.youtube.com/c/USAirForceRecruiting/videos</a>

"I'm so proud of this project. I fully expect this will reach a lot of people, and when they get to BMT, they will be ready to experience what's ahead of them," Raimondi said. "For the parents and families of those leaving to serve, it will allow them a sneak peek into the BMT experience. For the casual fan of documentaries, they'll love the drama that unfolds at BMT. Tears, cheers, blood, sweat and even laughter ... it's all there because that is the BMT experience."



he 369th Recruiting Squadron participated in a Total Force recruiting event at a Professional Bullriders Monster Energy Invitational in the Honda Center at Anaheim, California, Sept. 11, 2021. Representing the Air Force were Lt. Col. Charles Barton, the 369th RCS commander, 2nd Lts. Emily Hawkins and Tia Tomescu, both Air Force Reserve Officer Training Corps Gold Bar recruiters, 2nd Lt. Kylie Applegate, the U.S. Air Force Academy, and Tech. Sgts. Cristian Pauna Obedeanu and Marcos Chacon, both enlisted accessions recruiters. Recruiters spoke with attendees at the event, which coincided with the 20-year anniversary of the 9/11 attacks.









#### **HOW TO USE DIGITAL LITERATURE**

Digital Literature is available at https://www.recruiting.af.mil/Resources/, we currently have 32 products that are tailor made for smartphone viewing. Each digital literature piece is developed to be a PDF with links in the document active. They are also kept to an emailable or shareable size. We recommend downloading the PDFs to your work computer and smart phone so you have them on hand for sharing. The PDFs reside on a publicly acccessible website, so you can also send applicants the link to the individual PDFs. Below you will find some tips and suggestions on how to use these products.

**Email or Mailing Lists:** If you are preparing a mass email campaign or a school list, attach the digital brochure, or link to the brochure in the email.

**Smartphone sharing:** You can beam, tap share or airdrop downloaded digital literature to potential applicants in person at events or when meeting one on one.

**Social Media:** Post a screenshot of the digital brochure on Social Media with a link to download the full brochure PDF.

**Messaging Apps:** If you are contacting a potential applicant via Facebook Messenger or other social media messaging app, you can share the digital literature as an attachment or a link.

he creative team has been hard at work developing digital versions of literature products for the field. The digital literature is available at <a href="https://www.recruiting.af.mil/Resources/">https://www.recruiting.af.mil/Resources/</a>

#### New Products released in October!

SERE, Cryptolanguage Analyst, Electronic Careers and Special Operations Surgical Team brochures.

As always, on the day the products are sent to the printer, digital versions, tailor made for smartphones, are made available.

Keep a look out for the new products that are in the developing stages. Soon the development of Digital Spanish versions for some select brochures will be available.

#### Go check them out!

Air Force Recruiting Service's public website: https://www.recruiting.af.mil/Resources/



## MARK YOUR a encar upcoming events



## AFRS/PA CAREER CHAT - Pilot Training Wednesday, 17 November / 1400 CT https://www.youtube.com/USAirForceRecruiting







n Oct. 2, 2021, recruiters from the 369th Recruiting Squadron Tech. Sgt. Natasha Burroughs, Tech. Sgt. Cristian Pauna, and Staff Sgt. Patrick Olivos, along with their leadership team, Lt. Col. Charles Barton and Capt. William Appelt, with the E.C.H.O. national asset marketing team attended the Pacific Airshow.

Right before the beginning of the Air Force Thunderbirds performance, Capt. Kaity Toner, Thunderbirds' Public Affairs Officer, addressed the crowd and welcomed 42 Air Force enlisted applicants to the Delayed Entry Program by conducting an oath of enlistment ceremony.

Barton, who is the 369th RCS Commander, addressed the attendees and the future Airmen along with their parents, and highlighted the sacrifice of serving our great nation and the importance of the oath of enlistment. He thanked everyone for their unwavering support not only to the Air Force but the armed forces as a whole.

Upon conclusion of the ceremony, future Airmen and their families joined the Air Show attendees and enjoyed the spectacular performance of the Air Force Thunderbirds and the Air Force F-35 Demo Team. (Courtesy Photos)







The 369th Recruiting Squadron hosted Lt. Gen. Warren Berry, Deputy Chief of Staff for Logistics, Engineering, and Force Protection, Headquarters U.S. Air Force, Pentagon. Berry swore in over 20 Air Force applicants at the Acura Grand Prix in Long Beach, California, on Sept. 26, 2021. The crowd enjoyed the E.C.H.O. national asset and congratulated the future Airmen. (Courtesy Photo)

#### THE FORMULA DRIFT COMPETITION

he Total Force showed up September 18, 2021, to the Formula Drift Competition in Long Beach, California. The 369th RCS enjoyed working alongside their collegues to inspire, engage and recruit in the local community. (Courtesy Photo)

**369th RCS** 





#### OATH OF ENLISTMENT

nd Lt. Stephanie Choe (left), administers the Oath of Enlistment for Tech. Sgt. Janice Gonzales (right), Sept. 15, 2021, in San Francisco, California. This is Gonzales' final reenlistment and Choe's first time presiding over this honored tradition. In the backdrop is the Golden Gate Bridge, symbolizing the connection between officers and enlisted Airmen as well as the shared connection of Asian-American women in service. Gonzales has served in the Air Force for 14 years, previously as a dental technician, before becoming an enlisted accessions recruiter in San Jose, California. Prior to her current assignment, she was stationed at Keesler Air Force

Base, Mississippi, Osan Air Base, Korea, and Nellis AFB, Nevada. Gonzales will continue her Air Force career as an officer accessions recruiter in Hawaii. In contrast, Choe recently graduated and commissioned from the United States Air Force Academy and is currently based in McClellan Park, California, as an USAFA admissions advisor. After this brief one-year assignment, she will begin her career as a logistics readiness officer. The 364th Recruiting Squadron values Choe and Gonzales' contributions finding strength in diversity. These recruiters embody how representation matters as they continue to inform and inspire the next generation of Airmen and Guardians.



In the backdrop is the Golden Gate Bridge, symbolizing the connection between Officers and Enlisted Airmen as well as the shared connection of Asian American women in service.



The 314th Recruiting Squadron supported the Pemberton 24 – Festival of 5Ks Sept. 24-25, 2021, in Salisbury, Maryland. The event is an ultramarathon race designed to challenge athletes in how many 5K marathon races they can complete in 24 hours. There were 24 races, each starting at the top of the hour. The 314th's involvement began in 2020 when Tech. Sgt. Bradley May reached out to the race director and established the only aid station on the course. The aid station was a success and the Air Force became an official sponsor of the event in 2021. There were more than 500 participants this year including May who registered over 34 miles himself.

(Top) May leads a pack of runners through the Pemberton Park trails in the early morning of Sept. 25. (left to right). An unmanned Air Force Aid Station stands positioned to support runners with a supply of chocolate candy, trail mix, packaged snacks and drinks, May's race bib, a Pemberton 24 – Festival of 5Ks race shirt featuring an Air Force logo (Courtesy Photos).



## INFORMATION CORNER

#### **TRICARE**

Open Season
Nov. 8 - Dec. 13
For more information:
www.tricare.mil/openseason

#### **FEDVIP**

Open Season Nov. 8 - Dec. 13 For more information: www.benefeds.com

## Inspire

he 342nd Recruiting Squadron and 344th **Recruiting Squadron hosted** Brig. Gen. Jennifer Short, Deputy **Director for Strategic Planning** and Policy for U.S. Indo-Pacific Command. She visited with students from Texas State Technical **College and Baylor University** Oct. 1, 2021. (Courtesy Photo)





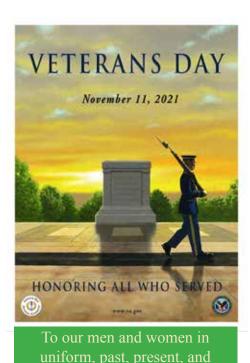


## LAUNCH



he Recruiting Service 5/6 Council kicked off Leading Airmen to **Unleash New Career** Heights' first mentorship program this month, LAUNCH had an awesome turnout with 25

matches and 50 participants. If you are interested in participating in this mentorship program, the next sign up opportunity will be in January. Later this month, the 5/6 will be conducting a "Life After Recruiting" panel. Stay tuned for our upcoming Recruiting Initiative to Support Enlisted (RISE) program. RISE is currently working on getting new courses set up for their mentoring program. In mid-December, 5/6 will be hosting a fitness panel to motivate, educate, and share tips on staying in shape and helping with any fitness goals anyone may have. The council is actively looking for new members to be a part of our 5/6 team. Be on the lookout for new opportunities that will come out soon!



future, God bless you and

Thank You.



#### LIGHTS - CAMERA - ACTION

ccording to Tech. Sgt. Takecia McDuffie, a recruiter with the 336th RCS, in Dallas, Georgia, the East Paulding High School Air Force Junior Reserve Officers' Training Corps cadets and school administration were thrilled to participate in a film shoot featuring a new national asset called "Shadow Strike" for Air Force Recruiting.

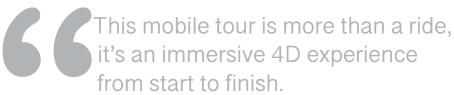
"This was a true treat for the Air Force JROTC cadets as they got firsthand virtual experience right there on the high school's campus," McDuffie said. "Once complete, this video will be shown on both a regional and national level." More than 115 cadets and staff got to experience Shadow Strike.

Shadow Strike replicates an intense rescue mission and features a 3D and 4D viewpoint, motion theater seats, sensory effects and 360-degree surround sound. This mobile tour is more than a ride, it's an immersive 4D experience from start to finish.

Lt. Col. Aaron Eggers, 336th RCS Commander, presented East Paulding High School's principal a certificate of appreciation for his support of the Air Force and for allowing filming of Shadow Strike to take place on their campus.







## NASCAR driver visits Special Warfare at Pope Army Air Field

By Nicholas J. De La Pena, Special Warfare Training Wing / Published Oct.1, 2021



NASCAR driver Erik Jones, visited the 352nd Special Warfare Training Squadron to better understand how Special Warfare Airmen are trained and developed at Pope Army Airfield, North Carolina, Sept. 29, 2021. The visit was part of AFRS's sponsorship of Richard Petty Motorsports with a presence on the NASCAR Cup Series No. 43 Chevrolet Camaro ZL1 1LE.

"This is my first time coming around Special Warfare. I met some great men and women, here," said Jones. "It's cool to see the history of the program, where it started from, and how it was built into what it is today."

The 352nd SWTS trains, mentors, and develops Special Tactics Officer (STO), Combat Control Team (CCT), and Special Reconnaissance (SR) students in foundational skills to prepare for global employment across the range of Special Warfare.

Jones toured the Chief Master Sgt. "Bull" Benini Heritage Center and Museum, training facilities, and donned AFSPECWAR gear used by STOs, CCTs, and SR Airmen, to include weapons and protective vests used in combat operations.

"We're proud to showcase the history and capabilities of the 352nd SWTS to Erik Jones," said Maj. Nate Smith, 352nd SWTS commander. "In the SW training community we train Airmen to project Airpower for the USAF. We project our nation's capability around the world, anytime, anyplace for global access, personnel

recovery, precision strike, and humanitarian missions."

Jones met with human performance squadron strength coaches and took part in an operational-stress workout that incorporates functional fitness into SW Airmen's fitness skillsets. Events like this combined workout and stress shoot test SW Airmen's ability to move, shoot, and perform tactical skills in a simulated high-stress environment. It consisted of a warm-up, a five-exercise circuit followed by firing an M249 light machine gun loaded with paint-simulation rounds, and executing a simulation course of fire with an M4 rifle and 9mm pistol for time.

"The coolest part was taking part in the physical training and shooting. Obviously the PT was tough, but just getting a

> small glimpse of what these guys go through in physical training, but also just getting to be part of it side-by-side with these guys was really cool," said Jones.

Lastly, leaders, instructors, students, and Jones gathered at the fallen hero memorial outside of the squadron building to conduct memorial push-ups



NASCAR driver, Erik Jones, visits the 352nd Special Warfare Training Squadron to better understand how Special Warfare Airmen are trained and developed at Pope Army Airfield, September 29, 2021. The visit is part of the Air Force Recruiting Service's sponsorship of Richard Petty Motorsports with a presence on the NASCAR Cup Series No. 43 Chevrolet Camaro

honoring the 11th anniversary of Senior Airman Mark Forester's death and other fallen SW Airmen. Forester was killed in action while supporting Operation Enduring Freedom in Uruzgon Province, Afghanistan, September 29, 2010 and posthumously awarded a Silver Star and Purple Heart for his actions.

"We do memorial pushups as a unit together sounding off, loud and proud, to honor our fallen and remember them," said Smith. "Jones participated in the event where we told Mark Forester's story by reading his medal citations and telling his story to the team and students so we can always remember his

legacy and sacrifice for liberty, and our nation."

Jones will have a Special Warfare inspired paint scheme at his next race in the Superspeedway held at Talladega, Alabama, Oct. 3, 2021.

"Number one, thank you for your service," said Jones. "It's brutal. It's not something every person can do. I respect anybody that gets in the [SWT] pipeline and completes the training and comes out the other side. That's a huge honor and something that I don't think anyone can take lightly, so thank you."

AFRS deployed Activate: Special Warfare, a virtual reality trailer, during the race to give users an opportunity to experience an intense firefight in a deployed location between Special Warfare operators and enemy combatants. The trailer features five identical user bays, each equipped with technology for the visitors to use, that assess the user's composure, observation, reaction and effectiveness while playing the game.

Candidates interested in learning more about U.S. Air Force Special Warfare career opportunities, can go to: <a href="https://www.airforce.com/careers/in-demand-careers/special-warfare">https://www.airforce.com/careers/in-demand-careers/special-warfare</a>.



#### Det. 1 Aviation Inspiration Mentorship team supporting outreach and engagement activities

#### Inform, Influence and Inspire the Next Generation of Aviators

M aj. Kiersten Thompson, an Instructor Combat Systems Officer assigned to the 479th Flying Training Group, based at Naval Air Station, Pensacola, Florida, represented Air Force Recruiting Service Detachment 1 twice in the last month, connecting with youth from all over the country.

She is one of 475 members of the Det. 1 Aviation Inspiration Mentorship team supporting outreach and engagement activities aimed to inform, influence, and inspire the next generation of aviators. AIM members are Rated Diversity Improvement "ambassadors" who provide mentorship by sharing their personal experiences during in-person and virtual engagements.

At her first event, Girls in Aviation Day in Dallas, Thompson and the AIM team inspired more than 500 females, ages 8-18, toward a future in aviation and all things Science Technology **Engineering and Mathematics** related.

"It was so rewarding watching their eyes light up when we talked to them, you could see them envision themselves as Air Force aviators. I felt like a super hero all day," Thompson said.

Every event Det. 1 participates in is different. Whether it has a simulator station, a model C-17 Globemaster III fuselage, or virtual reality headsets, the team always tries to engage youth with fun and free games for the public.

"This time we ran a booth and two virtual reality simulators,

enabling the aspiring aviators to fly an F-35 Lightning II through an obstacle course" explained Thompson. "It was a huge hit!"

In addition to the games and foam airplanes Det. 1 provides at events, the AIM team presence really means they have an opportunity to interact with all event participants, family, friends and sometimes, event faculty.

"Simply, if a girl sees me in a flight suit and it triggers a reaction of 'I can do that too' then it's a successful event," Thompson said.

"It's a much longer game for Det. 1 and AIMs and a short game for standard recruiters."

Participating in events with youth at an early age inspires them to pursue an education in STEM that sets them up for success and a career in aviation 10-15 years from now, well in advance of having what they need to be eligible to apply for a rated position in the Air Force.

After a Girls in Aviation Day, Thompson volunteered for another event just

two weeks later which enabled her to return to her hometown of Pearland, Texas. While there she visited her alma mater, Pearland High School, and represented Det. 1.

"It was a surreal experience walking the halls that I used to know so well. This high school was a huge part of my life and led to all of the opportunities I've experienced so far," Thompson said.

It now marks 15 years since Thompson was a student at Pearland High School and she still gives back when she can by meeting with current student athletes about her experiences in the military, specifically as a rated officer in the Air Force.



Maj. Kiersten Thompson meets members of the Pearland High School volleyball team Oct. 8, 2021 near Houston. The combat systems officer graduated from the high school in 2006 and is currently stationed at Pensacola Naval Air Station, Florida. She was able to return to her successful event with hometown as a member of the Air Force Recruiting Service Detachment 1 Aviation Inspiration Mentorship team. Its goal is to connect career aviators with youth around the country to restore the luster in aviation, AIM members are encouraged to Inform, Influence and Inspire future generations from any event, no matter how big or small. (Courtesy Photo)

"It was incredible getting to talk to and watch the volleyball team since volleyball was my whole life in high school," Thompson explained.

At the Wings Over Houston Airshow Oct. 9-10, Thompson paired up with recruiters from the region as the only officer and aviator at the tent, a first for the AIM team to manage an event solo. She answered multiple questions on becoming an officer and even thinks she inspired an enlisted Marine to pursue a career as an Air Force aviator.

"My biggest win of the weekend was explaining to people that I was in fact not a pilot; I am a combat systems officer and what that means."

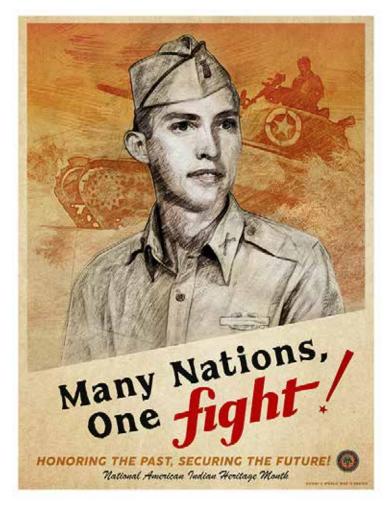
AIM members cover all four rated career fields: pilot, CSO, air battle manager, and remotely piloted aircraft (RPA) pilots. This provides a wealth of knowledge when it comes to the various avenues to aviation and explains first hand there is not one way to apply and be selected for a rated career in the Air Force

"It was an awesome opportunity that I am thankful the AIM team afforded me," Thompson said. "Times like these let me share my passion for aviation and what I do with my two year old niece and nephew. Even though they don't understand now, hopefully when they do they'll want to follow in my footsteps."

Thompson's involvement with the AIM Program and her understanding of the mission resulted in her also being the first AIM member to represent Det. 1 solo at an event.

"Overall, it was a very rewarding experience. I think the biggest part of being with the AIM team is not necessarily pulling in future recruits, but being a visible presence," Thompson said. "Inform, Influence, Inspire." is the AIM motto and that's what I set out to do."





#### **MEET THE PUBLIC AFFAIRS TEAM:**

**Chief of Public Affairs** 

Leslie Brown

leslie.brown.26@us.af.mil / 210-565-4687

**Chief of Operations** 

Randy Martin

randy.martin.7@us.af.mil / 210-565-0353

**Chief of Plans and Programs** 

Wesley Fleming

wesley.fleming.1@us.fa.mil / 210-823-8613

**Chief of Community Outreach** 

Michelle DeLeon

michelle.de\_leon.1@us.af.mil

Chief of Media Relations and Social Media

Chrissy Cuttita

christine.cuttita.1@us.af.mil

**Command Information** 

Master Sgt. Chance Babin chance.babin@us.af.mil

#### Great Colorado Air Show

ecruiters from the 367th Recruiting Squadron, 330th RCS, and Air Force Reserve recruiters attended the Great Colorado Air Show at Northern Colorado Regional Airport, Loveland, Colorado, Oct. 16-17, 2021. Tech. Sqt. Gannon Hawkins, Tech. Sqt. Dennis Holtz, Master Sgt. Jefferson Aguiar (SW), and Master Sgt. Starlene Armenta (Reserve) took advantage of the "E.C.H.O." national recruiting asset, A-10 and F-35 demo teams, and a mass Oath of Enlistment ceremony performed by the "Wings of Blue" parachute team. A total of 20 members from the 367th, 330th RCS and Air Force Reserve participated in the ceremony to kick off the air show and begin the festivities. Over 30,000 civilians were in attendance making this event a huge success!





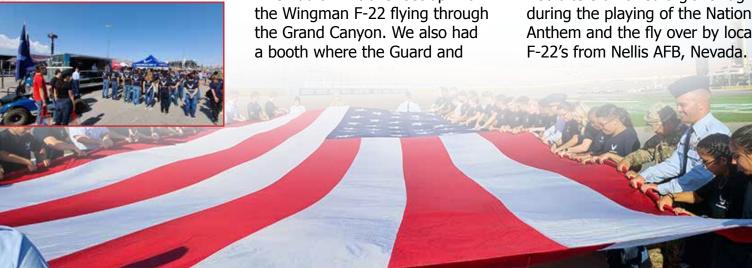
#### LAS VEGAS SOUTH POINT 400 NASCAR RACE



According to Tech. Sgt. Joshua Chin, a recruiter in the 368th Recruiting Squadron, the Las Vegas South Point 400 NASCAR race was a Total Force recruiting event in the fan zone the entire race weekend Sept. 25-26, 2021. "We had a VR trailer set up with the Wingman F-22 flying through the Grand Canyon. We also had a booth where the Guard and

active duty worked together to engage the public."

Capt. Thomas Berezansky got the 45,000 person crowd fired up and cheering for future Airmen that were about to be sworn in. Delayed Entry Program and local Recruiters unfurled a giant flag during the playing of the National Anthem and the fly over by local F-22's from Nellis AFB, Nevada.



### **JAGSPAN**

A Quarterly Publication of the Air Force Recruiting Service Office of the Staff Judge Advocate

#### GIFT RULES FOR FREE TICKETS

The Air Force may accept "gifts of a desirable and useful nature, that contribute to the health, comfort, convenience, or morale" of AF personnel. Examples include free tickets/admission to events.

- Gifts accepted under this authority may be distributed to AF members and/or AF civilian employees. They may also be distributed to the spouse and/or children of AF members and/or civilian employees since, under the gift rules, a gift to a member or civilian employee's spouse or child is generally considered to be a gift to the member or civilian employee (see 5 CFR 2635.203(f)(1)).
- Although recruiters will not tend to run into this often, for situational awareness, know that commanders of AF installations typically have authority to accept gifts that have a total value of \$5,000 or less.
- The AETC/CC has delegated the AFRS/CC the authority to accept gifts that have a total value of \$100,000 or less.
- If the ticket/admission is going to DEPpers or applicants, they are not yet Federal employees. Therefore, the gift rules/restriction does NOT

apply to them. Nevertheless, as a rule, you should still ensure that DEPpers, applicants, etc., are only receiving tickets so they can attend an official recruiting events.

#### Air Force Legal Assistance Website

https://aflegalassistance.law.af.mil

Are you in need of a will or power of attorney? Don't want to wait? The Legal Assistance website was created to give clients the ability to start the procedure of creating many of their initial legal actions from the comfort of home. You now can gather all the required information needed to complete a draft of your will and powers of attorney, ensuring accuracy and privacy, prior to visiting the legal office. Email our org box at afrshqja@us.af.mil for questions or assistance.

#### **Adverse Actions**

#### **ARTICLE 15 ACTIONS**

A Tech. Sgt. from 333th RCS received an Article 15 for violation of UCMJ, Article 112a, wrongful use of marijuana. Punishment consisted of a reduction to Staff Sgt. forfeiture of \$1,803.00 pay per month for two months, and a reprimand.

A Tech. Sgt. from the 344th RCS received an Article 15 for violation of the UCMJ, Article 112a, wrongful use of marijuana. Punishment consisted of a reduction to Staff Sgt, and a reprimand.

A Staff Sgt. from 311th RCS received an Article 15 for violation

- of UCMJ, Article 112a, wrongful use of marijuana. Punishment consisted of a reduction to Senior Airman, forfeiture of \$1,414.00 pay per month for 2 months suspended, and a reprimand.
- \* Punishments for various offenses may vary. Unit commanders consider age, rank, experience of the offender, the disciplinary history of the offender, the facts and circumstances surrounding the offense, as well as other factors, when determining whether to prefer charges that could result in the court-martial of a member, the offer an Article 15 or the initiation of discharge from the Air Force, and what, if any, punishment is appropriate for a given offense.

#### **DEMOTIONS**

A Staff Sgt. from 341st RCS received a demotion to Senior Airman for failure to fulfill responsibilities. Specifically, violation of the UCMJ, Article 93a, Abuse of position as a military recruiter.

A Tech. Sgt. from 367th RCS received a demotion to Staff Sgt. for failure to fulfill responsibilities. Specifically for being drunk on duty.

#### **DISCHARGES**

A Master Sgt. from 351st RCS received a discharge in lieu of court martial for AWOL.

A Master Sgt. from 352nd RCS received a general service characterization discharge for a commission of a serious offense related to child pornography.

#### **RELIEF ACTIONS**

A Senior Airman from 341st RCS was relieved for cause based on the following (Article 15, and UIF): Unprofessional relationship with an applicant and failing to maintain Air Force standards of conduct and performance.

Office of the Staff Judge Advocate 550 D Street West, Suite 1 (Bldg 491) JBSA-Randolph, TX 78150-4527 / 210-565-4734

# GOLD BAR RECRUITERS SOURCING DIVERSE TALENT IN PUERTO RICO



Iconic photo of Puerto Rican fortification known as "El Morro". (Courtesy photo)

By 2nd Lts. Brennan Burke and Margiealice Uffre-Gómez

#### Historical Portrait of AFROTC on the Island

Nestled in the far western and eastern ends of Puerto Rico, a tropical island located just over 1,100 miles southeast of Miami, Florida, are two U.S. Air Force Reserve Officer Training Corps units catering to 27 Hispanic Serving Institutions with a combined enrollment of over 100,000 students. Since 1952, AFROTC Detachments 755 and 756 have commissioned hundreds of high-caliber Hispanic American officers, driving cultural diversity within the service, and helping build a military that is representative of the nation.

Leading and operating in an adopted language, these graduates are a unique testimony of resiliency and adaptability. Currently, the AFROTC program in Puerto Rico provides active support for academic achievement and professional development opportunities for over 200 cadets.

While the call to service among Puerto Rican youths is strong, the opportunity to learn about U.S. Air Force commissioning pathways is not as accessible to some as it is to others.

Unfortunately, not all students on the island are exposed to the program early enough in their education to be able to pursue a career as an officer through AFROTC. Others lack the English proficiency commensurate with the Air Force Officer Qualification Test, and struggle to gain entry to the Professional Officer Course - the more advanced phase of the AFROTC training curriculum.

"As a senior, I was not aware of AFROTC's High School Scholarship Program. I also never had Air Force recruiters visit my high school. After searching the internet for information, I found out that the Air Force had two ROTC detachments in Puerto Rico and decided to join the program as a crosstown student. It was a challenging experience, but it changed my perception of life", said 2nd Lt. Colon, a Detachment 756 graduate of the class of 2020.

Cadet Joseph Pastrana, a Detachment 755 trainee, shares a similar background. "I didn't know about the high school scholarship until I was already a member of the program. It's been challenging, but I've been blessed with outstanding cadre members that have helped me create opportunities for success and have guided me throughout my Air Force journey," he said.

According to Maj. Roxanna Figueroa, the operations officer at Detachment 756, only one student has been able to earn and activate an AFROTC high school Scholarship there in recent years. We see this as a chance to reach a demographic that the U.S. Air Force ROTC enterprise has not yet had the opportunity to tap into.

#### Goal of the GBR Outreach Program

The GBR program hones its focus on outreach and diversity efforts all over the United States as well as surrounding U.S territories. Recruiting in Puerto Rico creates its own unique challenges and finding solutions and progressing outreach need to be tailored specifically to this area. According to the Washington Post, 44% of families living in Puerto Rico are

currently experiencing poverty. Although this statistic is high, over 51% of students who graduate high school move on to a post-secondary education. This is where the big challenges come to fruition. ACT/ SAT scores are common requirements when applying to colleges and crucial to scholarships. This includes the HSSP for AFROTC as well as USAFA. Standardized tests like these are not commonly taken or required on the island. As senior year looms on high school students, most of them discover this requirement with little time to prepare, especially in their second language. To further the discussion, only 60% of college graduates from universities on the island receive a career at the end of it. Therefore, it is critical to spread awareness about programs like AFROTC, the HSSP, as well as the incredible wealth of career options the Air Force offers. This year, the priority of both Gold Bar Recruiters in Puerto Rico is to push forward with outreach, but also inform and educate counselors about the ACT and SAT requirements early on and the options for waivers with lowincome families. This goal is so that we can help mitigate the academic disadvantage loop that Puerto Rican students and families continue to face.

#### The Puerto Rico Project Language Program

The ability to communicate is one of the hardest things to appreciate until you

are not able to. The cadre and cadets of both Detachment 756 and 755 know this all too well. For many cadets, English is a second language which inhibits their ability to perform in training environments at their full capability and evaluating them as they have the additional hurdle of a language barrier to overcome. According to a recent Air University article, Puerto Rican cadets historically have some of the higher attrition rates, lowest AFOQT scores, and rank bottom third at field training. This does not reflect the capabilities of these incredible students at both detachments in Puerto Rico. Cadets are achieving extremely high GPAs averaging 3.5 in engineering, pre-med degrees, and STEM majors that the Air Force is desperate for. Any time these cadets are able to operate in their native language, their performance is unrivaled. Puerto Rico Project Language is a program that was designed by both Lt. Col. Angelic Gonzalez and Lt. Col. Shawn McPherson, Commanders at Det 756 and 755, to combat this problem by giving cadets the ability to showcase their excellence by providing the tools for effective communication. The PRPL is a four-week program for cadets with English as a second language to get an immersive English-speaking experience. Classes on grammar, comprehension, and open discussions are designed to give trainees the confidence to lead and communicate effectively. The program doesn't end there. PRPL is also designed to create an

immersive cultural exchange that has a long-term goal dedicated to mentorship and developing future officers ready to lead our future Airmen and Guardians. 2nd Lt. Cuadrado commissioned



Pictured, from left, are Capt. Elise McSwain (Detachment 755 Recruiting Officer) and 2nd Lts. Brennan Burke, Margiealice Uffre-Gomez, and Julia Rochester (Gold Bar Recruiters and USAFA Admissions Advisor assigned to Puerto Rico). (Courtesy photo)

into the USAF through Detachment 756 at the University of Puerto Rico-Mayaguez. "I found that the cultural differences between me and my peers from the mainland sometimes created communication challenges," she said, while reflecting on her AFROTC journey. "I had the opportunity to participate in professional development trainings that helped me connect with people from different backgrounds and find common ground between us, enabling me to communicate more effectively". This circles back to the importance of diversity in our force. Why is diversity so important? It creates a melting pot of new ideas, experiences, and challenges that we can utilize to magnify our perspective and problem-solving capabilities. Diversity is the future of America, and a military that reflects that is a more formidable, competitive force. This is, in fact, the way to a more perfect union — one that our founding fathers dreamt of.



Participants of the Puerto Rico Project Language program, pose for a photo in front of the AFROTC HQ building in Maxwell Air Force Base, Alabama. (Courtesy photo)

## **AFWIN Tool Updates**



The following article appeared in the July, 2018 BTB but has been updated to reflect changes as of this month.

Ir Force Recruiting Service introduced a new recruiting tool May 1, 2018, giving leads and applicants an opportunity to explore Air Force career fields based on their own unique interests. Developed by AFPC and implemented by our national marketing agency, GSD&M, the Air Force Work Interest Navigator (AF-WIN) survey tool identifies potential career fields that might interest an applicant by answering a series of questions related to job context: the setting in which a job would take place, work activities (i.e. the responsibilities and functions related to career

fields), and functional communities or how the career field impacts the Air Force mission.

There are three ways to access the AF-WIN survey: use the applicant on the AirForce.com website; access the recruiter

through the Air Force Recruiter Information Support System-Total Force (AFRISS-TF); or via the recruiter through the Air Force Commission and Enlistment Portal (AFCEP).

The first entry point can be accessed directly through the www.AirForce.



com website. Selecting the "Explore Careers" hyperlink will take the user to a page where they can chose to "TAKE OUR PERSONAL CAREER ASSESSMENT."

Prospective leads can take the survey if they provide the minimum amount of user information necessary to create a viable lead record required by AFRISS-TF. After completing the survey, lead information and survey results are passed to AFRISS-TF during one of its three-times daily pushes.

The second entry point is controlled by AFRS recruiters through AFRISS-TF functionality. Given an applicant record currently exists in AFRISS-TF, the recruiter can select the "Send AF-WIN Survey Link" button on the Applicant Summary screen automatically sending an email to the applicant with a personalized link to the AF-WIN survey.

The email instructions read:

"Thank you for signing up to take the Air Force Work Interest Navigator (AF-WIN) survey. This survey will help us identify potential, compatible enlisted careers in the Air Force. Your recruiter will receive a copy of your AF-WIN results and will be available to discuss potential Air Force Specialties you are qualified for based on additional entry requirements including your ASVAB score, physical results, medical

entry requirements, and job availability. Ready to begin?"

Upon completion of the survey the applicant will receive the following message, "Thank you for completing the AF-WIN survey! Your results will be sent to your recruiter and

will be available to discuss potential Air Force Specialties you are qualified for based on additional entry requirements including your ASVAB score, physical, medical entry requirements, and job availability."

The third access point is through AFCEP. A link to the survey is provided

similarly to the AFRISS-TF "Send AF-WIN Survey Link" functionality.

Regardless of which access point is used, the applicant is presented a series of 52 questions related to job

context, work activities, functional communities as described earlier. The user is presented a five-choice response scale ranging from "UNINTERESTED" to "VERY INTERESTED". If the user took the survey directly from the AirForce.com access point (i.e, without recruiter

involvement), results are presented as a list of the user's top five Global Career Clusters (GCC)--a collection of similar career fields based on functional communities, job context, and work activities. The applicant can expand each of the GCCs revealing the

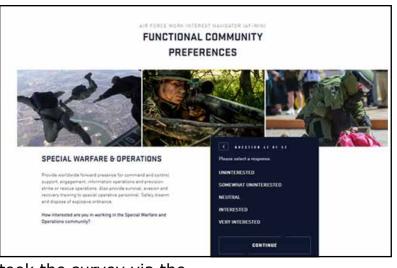


top five AFSCs associated under each GCC and can drill down to view career



field descriptions, basic entry qualifications, and training information. A link at the bottom of the screen ("LEARN MORE ABOUT...") takes the applicant to the www.AirForce.com career pages where additional information and videos are available for viewing.

If the applicant



took the survey via the AFRSS-TF or AFCEP link their results will be sent to AFRISS-TF without the ability to see their results. This is intentional and is intended to spur conversation between the applicant, the recruiter, and the MEPS LNCO during the job counseling process once their full qualifications are known.

Recruiters using AFRISS-TF can review survey results on the applicant PIR screen's Job Pre-

AFSCs are currently needed and the applicant is minimally qualified for based on information currently populated in AFRISS-TF, and entry

qualifications for each AFSC, as outlined in the Air Force Enlisted Classification Directory (AFECD) and any manual QC checks. Displayed on the Enhanced Job Counseling tab is a tool recruiters and applicants can review and sort qualified AFSCs by AF need, the applicant's fit (AF-WIN results), and average technical training success rate. Enhanced Job

Counseling (EJC) is still being tweaked and adjusted to find that perfect data set to be most beneficial to recruiters. A recent change was made

that updated the formula used to calculate a job's "need" that will more accurately reflect what our most critical AFSCs are. Other updates on the horizon include removing

AF-WIN is intended to give a lead or applicant an opportunity to explore aspects of potential Air Force careers based on their own unique interests. It is still incumbent upon the recruiter to set appropriate

social security numbers

from job reports to allow

recruiters to email them,

changes to color coding,

scores. Normed AF-WIN

Instead of a static score

based on an applicant's

scores will present the AF-WIN data in a different.

survey results, the system

will determine the scores

percentile rank compared

example, an applicant may

score a 50 on two different

AFSCs. If most applicants

score above a 50 for one

of the AFSCs and below a

50 for the other, the score

recruiter will be corrected

that is presented to the

to show how good of a

fit they are for that job

only how "fit" they are

Master Sqt. Dave

Brown, who has served

as project manager for

EJC's development and

excited about this tool

and we are continuing

want to make sure it's

recruiter, the applicant,

truly beneficial to the

and the Air Force."

to listen to feedback and

make improvements. We

launch said, "We are

for a job, but also the

compared to their peers.

It helps us determine not

likelihood that we are going

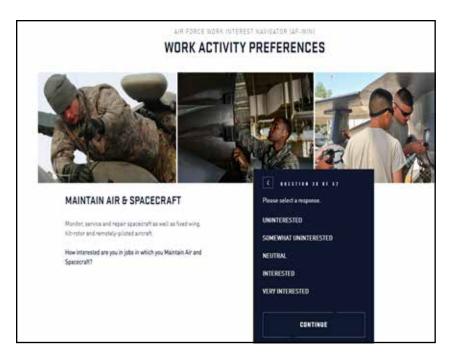
to find someone "more fit".

to other applicants. For

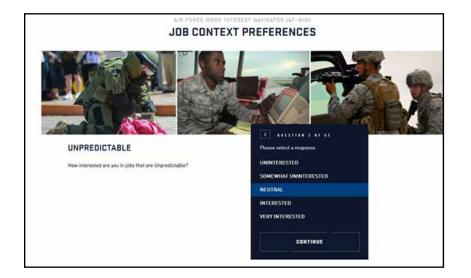
and "normed" AF-WIN



approach and Enhanced Job Counseling tabs, respectively. Displayed on the Job Pre-approach tab are the ranked GCCs and AFCSs. Stoplight indications show which



expectations and discuss career opportunities with their applicants based on their qualifications and the needs of the Air Force. AFRS believes this tool has excellent potential to influence job satisfaction, lower technical training attrition, and increase long-term retention for the service.



#### OWN THE SKY

wn the Sky is part of a mobile fleet and one of the national assets recruiters frequently use at major venues. They give recruiters across the country a platform to engage and inspire potential recruits by utilizing interactive technologies and experiences to build awareness of opportunities within the Air Force. On average, visitors spend 12 minutes at the footprint actively engaged with the Air Force brand. In these pictures, Own the Sky was on hand for a NASCAR Cup Series Race at Texas Motor Speedway Oct. 16-17, 2021. Own the Sky features a VR flight experience as a pilot in an F-35A or a boom operator for an aerial refueling mission.



# New and Into The Future: Goodfellow graduates first ever enlisted intel Guardians

By Staff Sgt. Tyrell Hall, 17th Training Wing Public Affairs, Goodfellow Air Force Base, Texas

## THE SKY IS NOT THE LIMIT!

our Guardians assigned to the 315th Training Squadron graduated from the all-source intelligence analyst course at Goodfellow Air Force Base, Texas, and have become the first-ever enlisted intelligence professionals to be integrated from any course into their service Oct. 18, 2021.

The enlisted force is historically boasted as the backbone of the Air Force; this is also true for the smaller Space Force. There will never be another point in U.S. history where the first enlisted intelligence Guardians graduate initial technical training. This occasion marks one of an uncountable number of milestones creating the structure known as the U.S. Space Force.

"They will set the tone, pace, and professionalism of their career field," said 1st Lt. Borter Freeman, 315th TRS targeting analyst course flight commander.

"Their individual, unique perspectives and experiences will be a benchmark from day one." "Their impact will be felt for decades to come."

The Guardians were in school for a total of 110 days and completed 878 classroom hours.

None of them failed throughout training and all graduated with an average above 90 percent.

Tech. Sgt. Warren Bodner, 315th TRS instructor, spoke on the impact these new intelligence professionals have as examples to future Guardians.

"These Guardians are the first generation that will develop standards and expectations on what we expect from All Source Intelligence within space," said Bodner. "They will drive further development on how we train future Guardians."

These members were among the first Basic Military Training classes of Guardians accessioned for intelligence. The Space Force filled nearly 400 enlisted positions in fiscal 2021 and in fiscal 2022 will recruit over 490 enlisted Guardians.

"To watch the future of Space Force intelligence cross the stage and receive their career field badge is a monumental thing," said Freeman. "They are the future of our new force and I am proud to have the opportunity to serve with each and every one of them."

Approximately 16,000 military and civilian personnel were assigned to the former Air Force Space Command and are now part of the Space Force. With the addition of these new Guardians, the Space Force takes another step in bolstering its force.



Four U.S. Space Force members assigned to the 315th Training Squadron pose for a group photo on Goodfellow Air Force Base, Texas, Oct. 18, 2021. The Guardians became the first-ever enlisted intelligence professionals to graduate and be integrated from any Techincal Training course into their service. (U.S. Air Force photo by Staff Sgt.

According to Freeman, a significant portion of an intelligence Guardian's career will be spent within Space Operations Command, which includes units at Peterson Space Force Base, Buckely SFB, Schriever SFB, Vandenberg SFB, and other Space Force stations across the globe.

These new intelligence Guardians will be assigned to the 71st Intelligence, Surveillance and Reconnaissance Squadron at Schriever SFB, Colorado. They will be vital to the space defense mission as they execute various roles and responsibilities with the goal of maintaining superiority in the digital battlespace.

"The space domain is becoming increasingly competitive, contested, and congested," Freeman said. "These Specialists are not just going to be the tip of the spear, but the entire spearhead as they use their newly acquired skills

to counter efforts of our adversaries across the dynamic space and cyberspace domains."

Their job will be to oversee intelligence gathering initiatives and to manage, develop and evaluate intelligence information that is collected. They will be responsible for interpreting raw data and understanding its significance.

"We're a very small branch operating in a very new arena and we have to be smart about how we operate," said Sp3 David Scott, 316th TRS graduate. "Being at the ground floor, we truly have a chance to impact on how the Space Force develops in the coming decades."

There are currently eight space operations and associated capabilities these Guardians will be tasked to support. These include Space Electromagnetic Warfare,

Spacelift Operations, Satellite Communications, ISR, Satellite Operations, Cyber Operations, Missile Warning & Defense, and Space Domain Awareness.

These capabilities support the Seven Space Power Disciplines. These are Orbital Warfare, Space Electromagnetic Warfare, Space Battle Management, Space Access and Sustainment, Military Intelligence, Engineering and Acquisitions, and Cyber Operations.

"A lot of people were interested in joining the Space Force and with only a few hundred enlisted recruits this year, I feel privileged to have been selected," Scott said. "It feels like a huge responsibility, but we'll do our best with the opportunity we've been given."

## Happy Halloween



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